

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. **(Currently amended)** A system of determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for determining whether the purchased particular product is related to a current prime motivator product, wherein said current prime motivator product has been identified by the system as the product that caused the requestor to initiate the shopping session; and

means for incrementing in the database a derivative count for the purchased particular product or a prime motivator count associated with the purchased particular product and labeling the purchased particular product as the current prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to the current prime motivator product, and if not, increments the prime motivator count.

2. **(Previously presented)** The system of claim 1, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the current prime motivator product.

3. **(Previously presented)** The system of claim 2, wherein class codes of the purchased particular product and the current prime motivator product represent fields of use for these products.

4. (Previously presented) The system of claim 2, wherein class codes of the purchased particular product and the current prime motivator product represent brands associated with these products.

5. (**Currently amended**) A method of determining customer motivations in an on-line shopping session, comprising:

when a product is selected for purchase, determining whether the purchased product is related to a current prime motivator product,

if not, incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as the current prime motivator product, wherein the labeling of the purchased product as the current prime motivator product identifies the purchased product as one that caused the requestor to initiate the shopping session.

6. (Original) The method of claim 5, further comprising, if the purchased product is related to a current prime motivator product, incrementing in the database a derivative count for the purchased product.

7. (Original) The method of claim 5, wherein the determining step includes a step of comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

8. (Original) The method of claim 7, wherein class codes of the purchased product and the current prime motivator product represent fields of use for the products.

9. (Original) The method of claim 7, wherein class codes of the purchased product and the current prime motivator product represent brands associated with the products.

10. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for determining whether the purchased particular product is related to any prior prime motivator product; and

means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and designating the purchased particular product as a prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to any prior prime motivator product, and if not, increments the prime motivator count.

11. Cancelled.

12. (Previously presented) The system of claim 10, wherein the means for determining compares a class code associated with the purchased particular product with class codes associated with each prior prime motivator product.

13. (Previously presented) The system of claim 12, wherein class codes of the purchased particular product and prior prime motivator products represent fields of use for these products.

14. (Previously presented) The system of claim 12, wherein class codes of the purchased particular product and prior prime motivator products represent brands associated with these products.

15. (Previously presented) A system determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for retrieving a customer history associated with the requestor;

means for comparing the purchased particular product to subscription products identified in the customer history;

means for determining whether the purchased particular product is related to a current prime motivator product unless the purchased particular product matches a subscription product in the customer history;

means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and labeling the purchased particular product as the current prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to the current prime motivator product, and if not, increments the prime motivator count.

16. Cancelled.

17. (Previously presented) The system of claim 15, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the current prime motivator product.

18. (Previously presented) The system of claim 17, wherein class codes of the purchased particular product and the current prime motivator product represent fields of use for these products.

19. (Previously presented) The system of claim 17, wherein class codes of the purchased particular product and the current prime motivator product represent brands associated with these products.

20. (Previously presented) A system determining customer motivations in an on-line shopping session, comprising:

- means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

- means for retrieving product information for one or more products from the database;

- means for forwarding the retrieved product information to a remotely-located requestor;

- means for receiving a purchase selection from the requestor for a particular product;

- means for retrieving a customer history associated with the requestor;

- means for comparing the purchased particular product to subscription products identified in the customer history;

- means for determining whether the purchased particular product is related to any prior prime motivator product unless the purchased particular product matches a subscription product in the customer history; and

- means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and labeling the purchased particular product as a prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to any current motivator product, and if not, increments the prime motivator count.

21. Cancelled.

22. (Previously presented) The system of claim 20, wherein the means for determining compares a class code associated with the purchased particular product with class codes associated with each prior prime motivator product.

23. (Previously presented) The system of claim 22, wherein class codes of the purchased particular product and prior prime motivator products represent fields of use for these products.

24. (Previously presented) The system of claim 22, wherein class codes of the purchased particular product and prior prime motivator products represent brands associated with these products.

25. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

- means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

- means for retrieving product information for one or more products from the database;

- means for forwarding the retrieved product information to a remotely-located requestor;

- means for receiving a purchase selection from the requestor for a particular product;

- means for retrieving a customer history associated with the requestor;

- means for comparing the purchased particular product to subscription products identified in the customer history;

- means for determining whether the purchased particular product is related to any subscription product identified in the customer history unless the purchased particular product matches a subscription product in the customer history; and;

- means for revising the customer history to remove the related subscription product from the customer history,

- incrementing in the database a prime motivator count associated with the purchased particular product, and labeling the purchased particular product as the current prime

motivator product if the purchased particular product is related to a subscription product identified in the customer history.

26. (Previously presented) The system of claim 25, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the subscription products.

27. (Previously presented) The system of claim 26, wherein class codes of the purchased particular product and the subscription products represent fields of use for these products.

28. (Previously presented) The system of claim 26, wherein class codes of the purchased particular product and the subscription products represent fields of use for these products.

29. (Withdrawn) A system of determining customer motivations in an on-line shopping session, comprising:

means for retrieving product information for one or more products from the database, said database including a plurality of product records having respective product information;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a plurality of purchase selections from the requestor for a respective particular product;

means for recording the time of the beginning of the on-line shopping session;

means for recording the time of each purchase selection throughout the on-line shopping session;

means for determining the average time between purchase selections at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of the first purchase selection at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of any other purchase selection having an incremental purchase time that is greater than the average time between purchase selections at the conclusion of the on-line shopping session; and

means for incrementing in the database a derivative count associated with products purchased in those purchase selections for all other purchase selections.

30. (Withdrawn) A system of determining customer motivation in an on-line shopping session, comprising:

means for retrieving product information for one or more products from the database, said database including a plurality of product records having respective product information;

means for presenting the retrieved product information to a remotely-located requestor via a plurality of web pages;

means for receiving a plurality of purchase selections from the requestor for a respective particular product;

means for maintaining a count of web pages presented to the requestor;

means for recording the web page count associated with the purchase selection for each purchase selection received during the on-line shopping session;

means for determining the average web page count between purchase selections at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of the first purchase selection at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of any other purchase selection having an incremental web page count that is greater than the average web page count at the conclusion of the on-line shopping session; and

means for incrementing in the database a derivative count associated with products purchased in those purchase selections for all other purchase selections.

31. (New) The method of claim 5, wherein the step of determining whether the purchased product is related to a current prime motivator product involves determining



whether a customer that selected the product performed a product search and selected the product from the search result.

32. (New) The method of claim 31, wherein, if the purchased product was identified in the search result, the purchased product is designated a prime motivator and the prime motivator count is incremented.

33. (New) A method of determining customer motivations in an on-line shopping session, comprising:

when a product is selected for purchase, determining that a customer that selected the product performed a product search and selected the product from the search result, and incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as a current prime motivator product, thereby indicating that the purchased product is likely to have caused the customer to have initiated the on-line shopping session.

34. (New) The method of claim 33, further comprising determining whether the purchased product is related to a current prime motivator product, and if so incrementing in the database a derivative count for the purchased product.

35. (New) The method of claim 34, wherein the determination of whether the purchased product is related to a current prime motivator product is made by comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

36. (New) The method of claim 35, wherein class codes of the purchased product and the current prime motivator product represent fields of use for the products.

37. (New) The method of claim 35, wherein class codes of the purchased product and the current prime motivator product represent brands associated with the products.

38. (New) A system in communication with a network, the network providing access to the system to on-line customers, comprising:

a server computer;  
a database operatively coupled to the server computer; and  
executable program instructions stored on a computer readable medium, the executable program instructions providing a process whereby the server designates a product selected for purchase, during a customer's on-line shopping session, a prime motivator product, said prime motivator product being one that primarily motivated said customer to initiate the shopping session.

39. (New) A system as recited in claim 38, wherein said executable instructions further provide a process whereby the server designates a product selected for purchase a derivative product, said derivative product being one that did not motivate the customer to initiate the shopping session.

40. (New) A system as recited in claim 38, wherein said executable instructions further provide a process for determining whether the product selected for purchase is related to a current prime motivator product, if not, incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as the current prime motivator product.

41. (New) A system as recited in claim 38, wherein said executable instructions further provide a process for determining whether a customer that selected a product for purchase performed a product search and selected the product from the search result, and, if so incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as the current prime motivator product.

42. (New) A system as recited in claim 38, wherein said executable instructions further provide a process for determining whether a product selected for purchase is related to a current prime motivator product, and if so incrementing in the database a derivative count for the purchased product.

43. (New) A system as recited in claim 42, wherein the determination of whether the purchased product is related to a current prime motivator product is made by comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

44. (New) A system as recited in claim 43, wherein said class codes represent fields of use for the products.

45. (New) A system as recited in claim 43, wherein said class codes represent brands associated with the products.